



TECHNICAL PRODUCT UPDATE



The following contains links to [Kryton's Distributor Portal](#), which will only work after initial login.

Kryton is continually developing and improving new supportive materials designed to assist you and your team to grow your business. Here are the top 5 updates that you should know about:

1. NEW SALES SEMINAR

We have re-created our sales seminar targeting audiences that are still using surface applied membranes. This new [Introduction to Kryton Presentation](#) provides an overview of Kryton and creates demand by highlighting the problems traditional surface applied membranes have. It clearly communicates the benefits of KIM as a solution to these problems and includes a higher level of technical content that aligns with Kryton's competitive advantages.

This presentation includes an accompanying training video that makes it easier to understand and communicate the focused message of each slide.

Before delivering this presentation, training and support should be obtained through your Territory Manager and Kryton's [Distributor Training Specialist](#).



2. TEST REPORTS

We have completely reconfigured the [Tests and Approvals](#) section of the Portal to make it easier to find information that supports product performance. In addition, we have also created a new [Best Technical Reports Guide](#) that summarizes the top test reports.

This document can be used to communicate with customers the importance of key performance properties required for crystalline waterproofing and reinforce confidence in Kryton's performance. Each test has been assigned a reference number which makes them easy to search on the Portal, for you to download and provide to your customers.

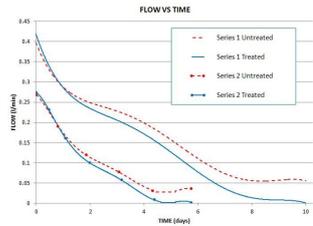
3. COMPETITIVE DIFFERENCES SEMINAR

Introduced in April and delivered throughout the year by Kryton's Territory Managers and Distributor Training Specialist, Kryton's [Competitive Differences Seminar](#) has now been uploaded to the Portal. The presentation delivers valuable competitive messaging over crystalline competitors - Xypex and Penetron.

Kryton's Competitive messaging can be summarized in 4 key points:

- We are chemically different. Our Krystol technology is different from our competitors.
- These differences lead to differences in performance. We see better results in both areas defined by American Concrete Institute (ACI), as well as offer other performance benefits.

- Waterproofing is what we do. This is our mission. We have complete systems and solutions waterproofing problems, versus partial solutions offered by competitors.
- We invented the crystalline admixture category 30+ years ago and we continue to innovate with industry-leading products. No other competitor can make these claims.



4. KIM - BEST PRACTICES GUIDE

This document highlights critical guidelines given by concrete authorities such as the American Concrete Institute (ACI) and the Portland Cement Association (PCA) that are relevant to integrally waterproofing cast-in-place concrete structures.

Kryton has inserted additional instructions that are specific to using KIM successfully to create this [Best Practices Guide](#). This is the most thorough reference document available on how to integrally waterproof a structure and will help your technical team improve the quality and performance of your next KIM project.

5. PRODUCT DESCRIPTIONS

We have revised all our product descriptions to better articulate each product. These revisions have been implemented on www.kryton.com and will be made to all technical and marketing documents when other updates are needed.

Product Descriptions are critical - they can be the difference between having a clear understanding of the products you are offering, and having confusion about what they do. These descriptions should be reviewed in detail and corresponding changes to your website and other self-created pieces should be scheduled. In order to easily communicate the New Product Descriptions, a [Product Summary](#) has been created so all descriptions can be found in one place.



- **These top 5 updates were created in direct response to requests for assistance from Kryton Authorized Distributors.**
- **Kryton commits to regularly update technical, marketing and sales support materials to ensure you have the best tools possible for continued growth.**
- **We strongly urge you and your Team to regularly visit the Kryton Authorized Distributor Portal to take advantage of future updates.**

Thank you for your ongoing support of Kryton International !